



Euromonitor
International

Toilet Care in Japan

April 2026

Table of Contents

Toilet Care in Japan - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Toilet Care Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Toilet Care

INDUSTRY PERFORMANCE

Premiumisation with Innovative Product Formats Influences Category Performance

Chart 2 - Japanese Toilet Care Brands Elevate Cleaning with Fragrance-Led, Mood-Enhancing Innovations

In-Cistern Devices Lead Sales through Mood-Boosting Ingredients

Evolving Product Formats Impact Consumer Cleaning Habits

Chart 3 - Value Sales of Toilet Care 2020-2030

Chart 4 - Volume Sales of Toilet Care 2020-2030

Chart 5 - Value Sales of Toilet Care by Category 2025

WHAT'S NEXT?

Convenience and Sensorial Experiences Set to Drive Premiumisation

In-Cistern Devices and Toilet Cleaning Systems Expected to Lead Growth

High-Value Innovation Set to Drive Brand Differentiation

Chart 6 - Forecast Value Sales of Toilet Care 2020-2030

Chart 7 - Forecast Value Sales of Toilet Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Drive Premiumisation through Innovative Formats

Chart 8 - Company Shares of Toilet Care 2025

Chart 9 - Brand Shares of Toilet Care 2025

CHANNELS

Health and Beauty Specialists Drive Toilet Care Sales with Strong Presence

Retail E-Commerce Gains Traction with Convenience and Variety

Chart 10 - Retail Channels for Toilet Care 2020-2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Toilet Care

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Toilet Care

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Care in Japan - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Development

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Brands Innovate to Drive Sales in Challenging Economic Conditions

Laundry Care Dominates Market Share Due to Multifunctionality and Premiumisation

Chart 19 - Brands Launch Multifunctional, Cross-Surface Cleaning Solutions

Dishwashing Drives Growth with Multifunctional and Premium Offerings

Chart 20 - Major brands Launch Time-Saving, Multifunctional Formats

Chart 21 - Value Sales of Home Care 2020-2030

Chart 22 - Volume Sales of Home Care 2020-2030

Chart 23 - Value Sales of Home Care by Category 2025

WHAT'S NEXT?

Consumer Bifurcation Anticipated to Influence Home Care Sales

Laundry Care Set to Remain the Largest Category While Innovation Becomes Essential

Chart 24 - Analyst Insight for Home Care

Sustainability and Premiumisation Drive Industry Trends

Chart 25 - Forecast Value Sales of Home Care 2020-2030

Chart 26 - Forecast Value Sales of Home Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Kao Corp and P&G Japan Gk Lead Market Consolidation

Chart 27 - Company Shares of Home Care 2025

Chart 28 - Brand Shares of Home Care 2025

CHANNELS

Health and Beauty Specialists Lead Sales through Convenience and Trust

Retail E-Commerce Grows Steadily with Eco-Friendly Products

Chart 29 - Retail Channels for Home Care 2020-2025

ECONOMIC CONTEXT

Chart 30 - Economic Context for Home Care

Chart 31 - Real Gdp Growth 2020-2030

Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Home Care

Chart 34 - Population 2020-2030

Chart 35 - Consumer Expenditure 2020-2030

Chart 36 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.

- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/toilet-care-in-japan/report.